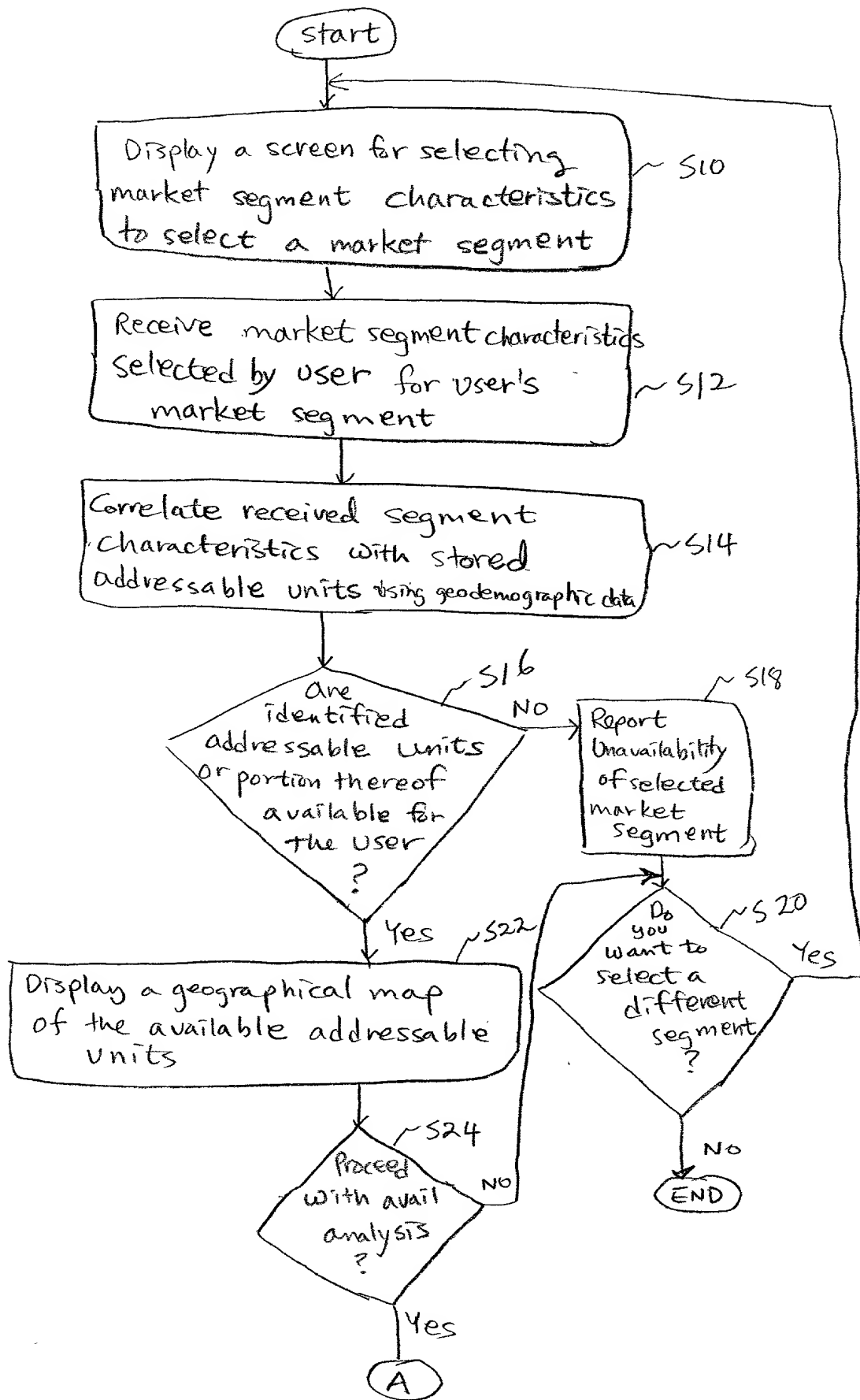
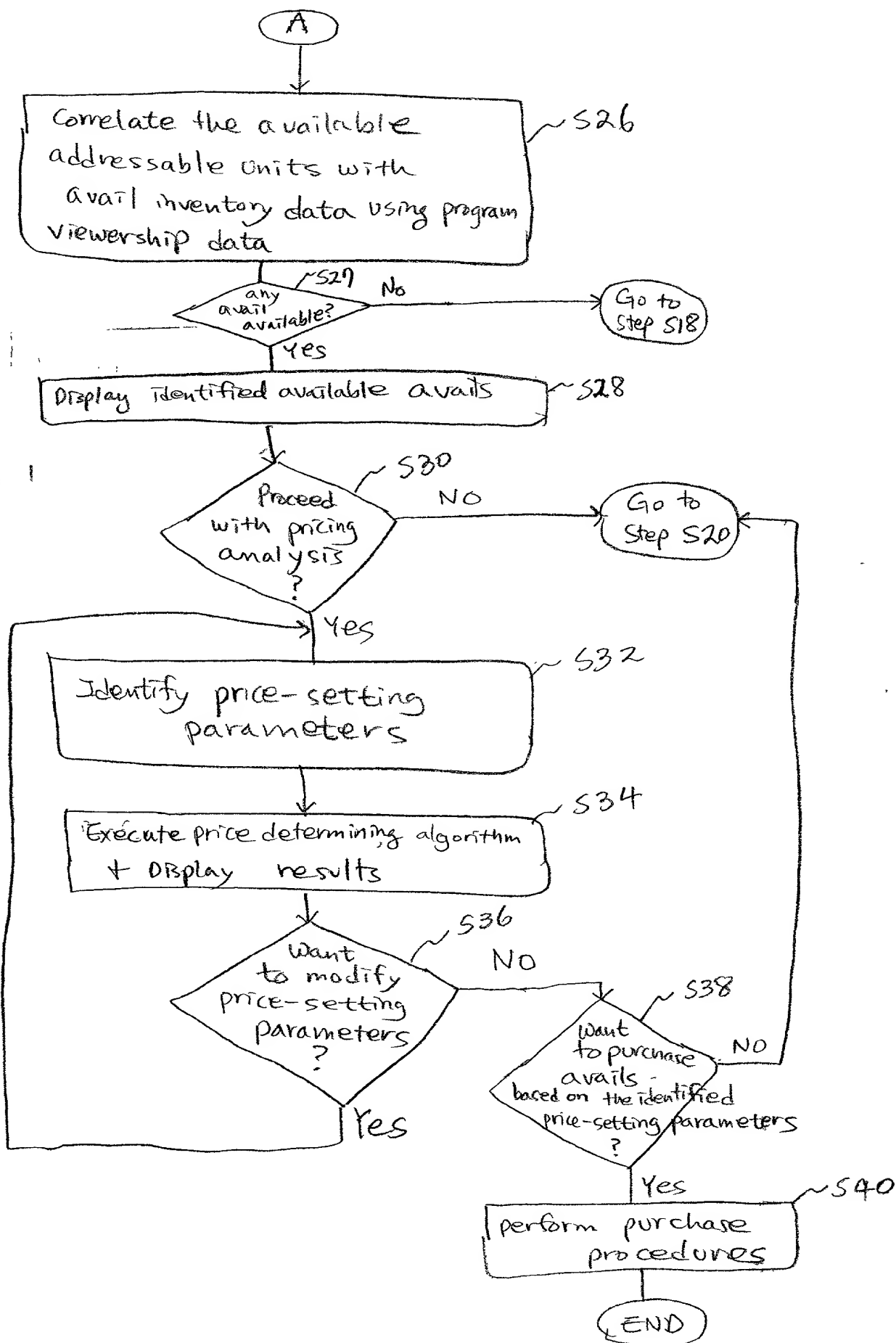


FIG. 1

FIG. 2A



1G.2B



- Logout
- Avails
- Segments
 - List All
 - Create
- Ads
- Schedule
- Setup
- Help
- About

Market Segmentation

For demographics with only two choices, please select either one or both options.
For demographics with more than two choices, please select all categories that you want inclusive in the desired range.

Segment Name

Toyota

AGE

- | | | | |
|--------------------------------|---|---|--------------------------------------|
| <input type="checkbox"/> 00-04 | <input type="checkbox"/> 21-24 | <input checked="" type="checkbox"/> 45-49 | <input type="checkbox"/> 70-74 |
| <input type="checkbox"/> 05-09 | <input checked="" type="checkbox"/> 25-29 | <input checked="" type="checkbox"/> 50-54 | <input type="checkbox"/> 75-84 |
| <input type="checkbox"/> 10-14 | <input checked="" type="checkbox"/> 30-34 | <input type="checkbox"/> 55-59 | <input type="checkbox"/> 85 and over |
| <input type="checkbox"/> 15-17 | <input checked="" type="checkbox"/> 35-39 | <input type="checkbox"/> 60-64 | |
| <input type="checkbox"/> 18-20 | <input checked="" type="checkbox"/> 40-44 | <input type="checkbox"/> 65-69 | |

Select 25-54

GENDER / SEX

- ☒ Female ☒ Male

CHILDREN

Use 'AGE' to select the age of the children.

- ☐ children ☒ no children

INCOME

- | | |
|--|---|
| <input type="checkbox"/> under \$15,000 | <input checked="" type="checkbox"/> \$50,000 - \$74,999 |
| <input type="checkbox"/> \$15,000 - \$24,999 | <input checked="" type="checkbox"/> \$75,000 - \$99,999 |
| <input type="checkbox"/> \$25,000 - \$34,999 | <input type="checkbox"/> \$100,000 - \$149,999 |
| <input type="checkbox"/> \$35,000 - \$49,999 | <input type="checkbox"/> \$150,000 and over |

OCCUPATION

- ☒ Professional/Managerial
☐ Other White Collar
☐ Blue Collar

HOUSEHOLD SIZE

- ☒ 1 ☒ 2 ☐ 3-4 ☐ 5-6 ☐ 7 or more

MARITAL STATUS

- ☒ single ☒ married ☒ separated

RACE / ETHNIC BACKGROUND

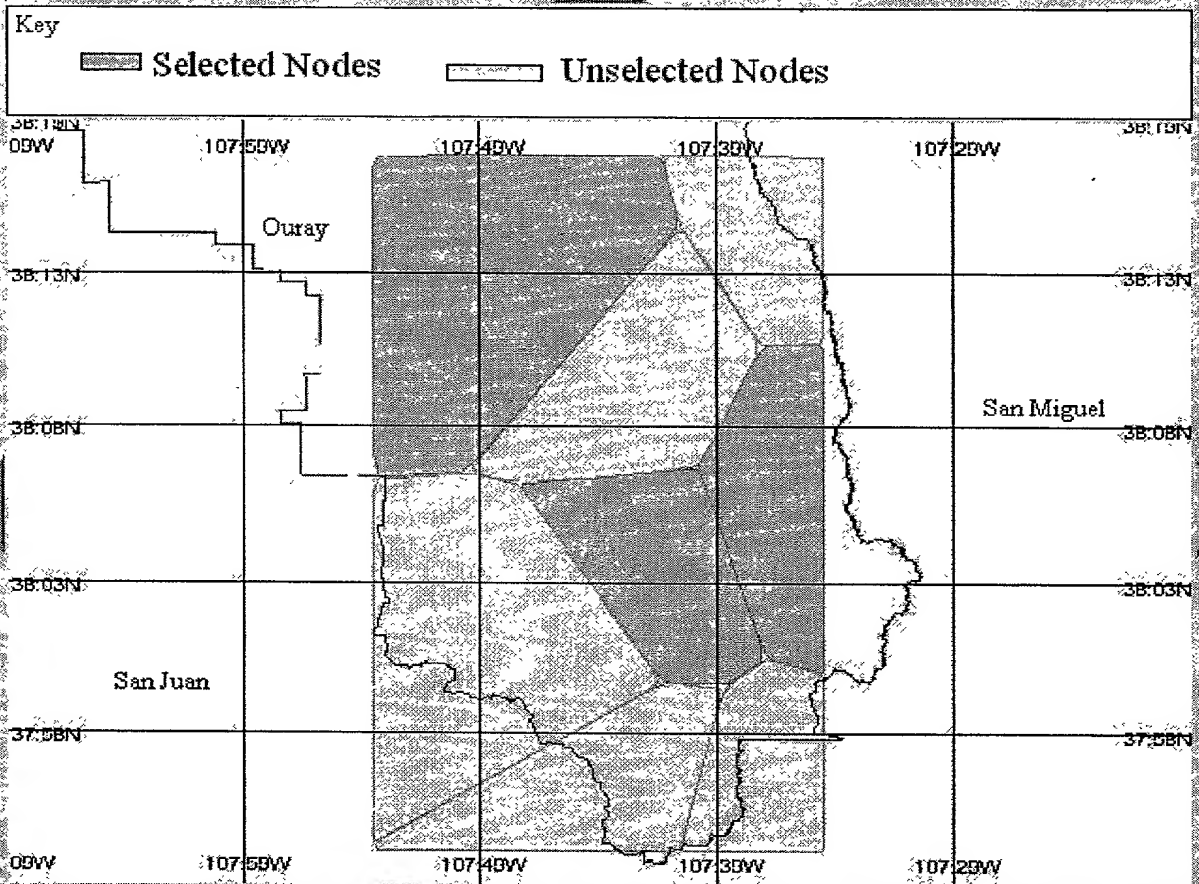
- | | |
|---|--|
| <input checked="" type="checkbox"/> Caucasian/White | <input checked="" type="checkbox"/> African American |
| <input type="checkbox"/> Hispanic | <input checked="" type="checkbox"/> Asian-Pacific |
| <input type="checkbox"/> Native American | |

[New](#) [Delete](#) [Save](#) [Map](#)

FIG. 3

- Logout
- > Avails
- > Segments
- Ads
- > Schedule
- > Setup
- Help
- About

Map



☐ Zoom In

☐ Zoom Out

Layers

- ☒ County Boundary
- ☒ Lat/Lon Lines
- ☒ Matching Nodes
- ☐ Matching Subscribers
- ☐ Roads

40

FIG. 4